

WWD

Fashion. Beauty. Business.



New Era

Beauty suppliers talk speed and sustainability at Cosmoprof.

Pages 6 to 8



Round 1 to Slimane

Kering intends to appeal decision in Hedi Slimane lawsuit.

Page 2



Elevated Medium

New exhibit features Albert Watson's work for Blumarine.

Page 17



Karl Goes Big

A giant, silver figurine of Karl Lagerfeld, cradling his famous cat Choupette, is among the striking features in the designer's sprawling new U.S. flagship, which opens Saturday in New York's SoHo district. *For more on the store, see page 3.*

PHOTOGRAPH BY GEORGE CHINSEE

BUSINESS

Tech's Crisis of Confidence

• With more questions about how the Silicon Valley giants operate, the world is reevaluating its love affair with technology.

BY EVAN CLARK AND ADRIANA LEE

The world is ready to log off — or at least, fed up enough to wish it could.

After 20 years at the pinnacle of consumer culture, technology itself is facing a crisis of confidence that is much deeper and more complex than any of its prior setbacks and data privacy snafus.

Technology's issues have become more numerous and varied, encompassing not just a single industry, but a pillar of modern life.

* Facebook's been scandalized by how its data was used to inappropriately target voters.

* Hackers regularly attack from the shadows, most recently breaking into the

CONTINUED ON PAGE 4

INFLUENCE PEDDLER

JULIA ENGEL CREATES LINE OF DRESSES AT NORDSTROM

NAMED AFTER HER POPULAR BLOG, GAL MEETS GLAM COLLECTION IS A SIZE-INCLUSIVE RANGE INSPIRED BY A "LOVE OF ALL THINGS FEMININE."

BY ALEXA TIETJEN

Gal meets fashion line.

Julia Engel, creator of the popular style blog Gal Meets Glam, is ready for her fashion debut. Today the super-influencer revealed the launch of her first fashion collection, aptly named after her blog, which will be sold at Nordstrom starting April 20.

Engel, who started her blog in 2011, first conceived of a fashion line four years ago. "I look back on the mood boards, inspiration and ideas I had, and I've stayed with them throughout the past four years," she said. "I saw a huge gap in the market for dresses that were both feminine and classic, but also available at an

CONTINUED ON PAGE 9

BUSINESS

Kering to Appeal Slimane Ruling

● The French conglomerate is fighting back against the court's ruling it owes the designer 9.3 million euros.

BY MIMOSA SPENCER

PARIS — He recently started a new job and was handed a court victory against his former employer — involving a potential sum of 9.3 million euros — but Hedi Slimane's case against Kering may not be over.

The French luxury conglomerate said it plans to appeal a French commercial court's ruling in favor of Slimane, the latest chapter of a remuneration case linked to the designer's time at Saint Laurent that has been winding through the court for over a year and a half.

The news comes as Slimane takes on his new role at Céline, owned by LVMH Moët Hennessy Louis Vuitton, a high-profile position for the trend-setting fashion figure who has been recruited to extend the brand into men's wear, couture and fragrance and

show the first collection in September.

In its March 27 ruling, the court said Kering owes Slimane 9.3 million euros, related to the last year of an elaborate compensation scheme drawn up to allow the designer to benefit from an increase in value of the shares of Yves Saint Laurent. The amount is meant to ensure that Slimane's pay from April 2015 to March 2016 would reach 10 million euros, the court said in its decision.

Kering said it would appeal the ruling but declined to comment further. The designer's lawyers, Hervé Temime and Léon del Forno, said they would not comment on the matter.

Through his company, Analytic Project, that handles his commercial rights, Slimane launched the procedure at the commercial court in May 2016.

The following month, Kering acknowledged the legal proceedings, saying that Slimane had requested the lifting of a non-competition obligation. "Kering lifted this clause at the end of Hedi Slimane's contract, thus freeing Hedi Slimane from this potential constraint," the company said

Hedi Slimane



at the time. "Hedi Slimane is requesting that this clause be applied still, along with the effective payment of the financial compensation that goes with it."

Non-competition obligations are among standard clauses for high-profile executive and creative roles in fashion, often restricting a designer or chief executive officer from working for competitors for up to a year or more.

In November 2016, Slimane's lawyers said he was very satisfied with a court decision granting him access to financial information

about Yves Saint Laurent.

The designer worked for Yves Saint Laurent from 2012 to March 2016, where he changed the label's name to Saint Laurent, and, in Kering's view, "reformed the maison."

Before that, he had worked for another LVMH brand, Dior Homme, from 2000 to 2007, where he introduced slim tailoring, a trend that continues to hold resonance. LVMH has said it expects Céline, which generates close to 1 billion euros in annual sales, to double or triple its revenues within five years.

BUSINESS

HBC Hit With \$5 Million Lawsuit

● A shopper is pursuing a class-action days after the Saks operator said it uncovered a breach of payment information.

BY KALI HAYS

Hudson's Bay Co. might have uncovered and stopped its recent data breach, but its problems aren't over.

A shopper on Tuesday slapped the Saks Fifth Avenue, Saks Off 5th and Lord & Taylor operator with a \$5 million proposed class action lawsuit in California federal court, accusing the company of effectively allowing the breach to occur for almost a full year due to its inadequate security and data know-how.

"The data breach was a direct and proximate result of defendants' failure to properly safeguard and protect plaintiff's

and class members' [private identifiable information] from unauthorized access, use and disclosure, as required by various state and federal regulations, industry practices and the common law," shopper Antranik Mekerdjian wrote in his complaint. "The data breach was also a result of defendants' failure to establish and implement appropriate administrative, technical and physical safeguards to ensure the security and confidentiality of plaintiffs' and class members' [information] to protect against reasonably foreseeable threats to the security or integrity of such information."

Mekerdjian added that the breach compromised the information of millions of customers, including full credit and debit card numbers, e-mail and living addresses, phone numbers and social security numbers, exposing them to fraud and identity theft and forcing them to spend time and money securing their information.

Considering HBC's "wrongful action and

inaction," Mekerdjian is accusing the company of breach of implied contract, negligence, unfair competition and deceptive business practices and invasion of privacy and seeking damages for a certified class of national shoppers of at least \$5 million.

Litigation after consumer data breaches is relatively common, especially when information like social security data is accessed, but awards, if a case gets to the damages stage, can be small. Plaintiffs tend to have difficulty proving to a court that they suffered actual damages worthy of a substantial award, but settlements are often reached before a case drags on for too long.

An HBC spokeswoman declined to comment, citing a company policy on pending litigation.

The company revealed the breach over the weekend, saying it had "identified the issue and taken steps to contain it" and that it intends to offer any impacted shoppers "free identity protection services, including

credit and web monitoring."

Although HBC gave few details about the breach, Mekerdjian's lawsuit did shed some light, including that millions of customers have been affected. He said it was first "announced" on March 28 by "a hacking syndicate called JokerStash" through its release of the records online. The breach allegedly took place over almost a year, beginning in May 2017.

He added that credit and debit card information is valuable to hackers because it can be sold for around \$20 apiece and then used to "clone" the cards, as is personal information associated with the cards, which can be used to facilitate identity theft. Mekerdjian said he shopped at "several" Saks and Lord & Taylor stores during the year customer information was being siphoned.

Despite the well-known ramifications of data theft and their apparent frequency in retail, with Target, TJX Cos. Inc. and more recent Sears and Under Armour, finding their customer information compromised, Mekerdjian said HBC's stores "opted to maintain an insufficient and inadequate system."

BUSINESS

Anthropologie CEO David McCreight Leaving This Month

● Two insiders were named to cover responsibilities being vacated by the executive at Anthropologie.

BY DAVID MOIN

David McCreight, chief executive officer of the Anthropologie Group, is exiting the company.

His responsibilities will be covered by Hillary Super, Anthropologie group president for apparel and accessories, which includes Beauty and BHLDN; and Andrew Carnie, Anthropologie group president, home, garden and international. Together, they will lead the brand, Anthropologie's parent company, Urban Outfitters Inc., said in a press release Thursday.

McCreight, who also held the title of

president of Urban, will vacate his positions on April 27.

"We thank David for his six years of service to the company, during which time the Anthropologie group opened 60 stores and grew revenue by over 35 percent," said Richard A. Hayne, chairman and ceo. "Both Hillary and Andrew are strong leaders and excellent merchants with a solid understanding of the Anthropologie customer. Anthropologie Group's current business is particularly robust, and we are excited about both the near- and longer-term opportunities for growth under their leadership."

Urban Outfitters Inc.'s portfolio includes 247 Urban Outfitters stores; 226 Anthropologie Group stores; 132 Free People stores in the United States and Canada, and 10 food and beverage restaurants. The company also operates

web sites and catalogues, and Free People and Anthropologie Group wholesale their products.

Urban Outfitters Inc. saw sales during the year ended Jan. 31 increase 2 percent to \$3.61 billion, while profits fell by more than 50 percent to \$108.26 million from \$218.12 million a year ago. The picture for the fourth quarter was similar, with sales growing 5.7 percent to \$1.09 billion, a company record, and profits falling to \$1.3 million from \$64.3 million at the end of 2016.

The company said overall sales in its retail segment came in flat for the year, even with the net addition of seven stores, while wholesale sales increased 9.5 percent. Online sales also grew by double digits for each brand, although average order size ended flat, but comparable sales in stores remained negative.

FASHION

Karl Lagerfeld to Open First U.S. Store

● The SoHo unit's decor has been inspired by Lagerfeld's personal home and studio.

BY LISA LOCKWOOD

Karl Lagerfeld is ready to take SoHo by storm.

On Saturday, the Karl Lagerfeld brand will open its first U.S. store at 420 West Broadway in New York, which features a mix of Lagerfeld's European collection and Karl Lagerfeld Paris, which is a joint venture with G-III Apparel Group.

Inspired by the designer's personal home and studio, the 3,230-square-foot store has a sophisticated yet inviting, open feel. Each of the furnishings has an unusual story behind it, from antique mirrors to velvet chairs and luxurious marble finishes to the giant Tokidoki silver cartoon sculpture of Lagerfeld — with a ponytail — holding his famous feline, Choupette. A bespoke carpet has a red border around its edges, similar to the border that the designer draws on all of his sketches. A full-size photograph of Lagerfeld, wearing fingerless gloves and chains, and taking a photo with his camera, greets visitors at the entrance.

One highlight is a library wall inspired by the library in Lagerfeld's studio, where he houses a part of his collection of more than 300,000 books. On display are such books as "Helmut Newton," "Renoir," "Streisand" and "Chagall," which aren't for sale, while some of the books about the designer's life are available for purchase.

"Opening the first Karl Lagerfeld store in the U.S. is an exciting milestone in our brand's continued global growth," said Pier Paolo Righi, chief executive officer of Karl Lagerfeld. "New York City is an international fashion capital with a modern spirit and energy that make it the ideal setting for our new flagship. With our West Broadway location, we can invite our consumers to immerse themselves in the complete Karl Lagerfeld retail experience and continue to build meaningful connections with them."

The flagship will showcase Karl Lagerfeld and Karl Lagerfeld Paris ready-to-wear for women and men, in addition to accessories and footwear. Among the special features are the Karl Ikonik collection, which highlights playful graphics of the designer's iconic character and Choupette. The whimsical offering includes luggage, tote bags, sunglasses, canvas bags, wallets, watches and sneakers. There's also a Kaptain Karl section that has a more nautical feel with jeans with patches, tweed jackets, "Karl" T-shirts, and blue leather jackets. A Yoni Alter x Lagerfeld collaboration offers colorful, modern pieces of rtw and accessories, including patches on skirts, denim and jackets. Jeans are \$265, while an all-over silk print dress is \$385.

The store will also serve as the launch pad for the Karl Lagerfeld + ModelCo color cosmetics collection, which has been developed in collaboration with the Australian beauty brand.

Throughout the year, the store will add new collections such as Karl Lagerfeld x Kaia, designed in collaboration with 16-year-old model and "It" girl Kaia Gerber, which will launch in September. The rtw and accessories designs, which include footwear, sunglasses and jewelry, will have a West Coast meets Left Bank sensibility. The Karl Lagerfeld x Kaia collection will launch globally in Lagerfeld stores, online at karl.com and select wholesale partners. The collection is aimed at the Millennial customer, who's socially connected and travels.

On a walk-through Thursday, where staff was putting the finishing touches on the



Karl Lagerfeld handbags are displayed at the front of the store.



Looks from the Karl Lagerfeld collection.



The Karl Lagerfeld store at 420 West Broadway in SoHo.

store, one could see that the more elevated Karl Lagerfeld collection, which is available globally, is featured in the front, while the middle to back of the store spotlights Karl Lagerfeld Paris. (The store runs the length of West Broadway to Thompson Street.) Original Lagerfeld sketches are displayed throughout the store. At the entrance are handbags and accessories under the Karl Lagerfeld banner. Day bags, including cross body bags with top handles and Plexiglass novelty clutches, are on display, as well as a few bags in the shape of Choupette, with leather ears popping off the bag. Lagerfeld's

fingerless gloves, some with chain embellishments, pearl embellishments and grommets, are featured prominently throughout the store. There are separate footwear areas, featuring sandals, sneakers, slides and high heels from both labels.

Among the looks are Karl Lagerfeld tweed dresses for \$525, a pink baseball jacket for \$465 and a trenchcoat for \$525, while the Karl Lagerfeld Paris section offers tweed jackets for \$99.50, a pink dress with pearl button sleeves for \$168 and blouses for \$89.50.

The flagship's opening will include

exclusive events and activations viewable at @karllagerfeld and #karllagerfeld.

In a WWD interview in January, Righi discussed the warm, home feeling of the new store format, as opposed to a sleek, black and white, cool feeling of Lagerfeld stores from six years ago. "Our new store format plays a lot with Instagrammable moments and places, so we really have dedicated spaces where you, as a consumer, can clearly connect with that Karl world and make it seen," Righi said at the time.

Lagerfeld's expanding network includes more than 95 monobrand points of sale worldwide, in addition to a wholesale presence in Europe, the Middle East and Asia. The global online flagship store, karl.com, reaches 96 countries.

Opening more stores has been a key initiative for the brand. Last year, the company opened 10 to 11 stores. Among the new ones were two stores in China: one at the Beijing Oriental Plaza and the other at the Starlight Plaza in Chongqing. Last October, it opened a store in Vienna and another in Jeddah at the Red Sea Mall.

Last month, Lagerfeld opened its first freestanding women's store in Moscow at the Metropolis Shopping Mall, one of the city's best-known shopping centers, featuring Lagerfeld's updated retail concept. The store showcases Lagerfeld women's rtw, footwear and accessories with a focus on bags. In February, Lagerfeld opened a pop-up shop at the Breuninger department store in Stuttgart, Germany. It will be open through the end of this month. Other new Lagerfeld stores this spring are at the Mall of the Emirates and Dubai Mall.

It's been a busy year for the Lagerfeld brand. Earlier this year, the company revealed it was merging its two men's wear lines, with a collection unveiled at Pitti Uomo; launching a capsule collection with Sébastien Jondeau, Lagerfeld's personal assistant and bodyguard, and signed a denim license with Italy's Giada SpA.

Excluding the U.S., the Lagerfeld brand looks to grow by 30 percent this year, following a 30 percent increase last year and 16 percent increase in retail sales, as reported. "That's overall revenue growth without counting the U.S. If I were to count the U.S., the growth would have been even bigger," Righi said in the January interview. Citing Lagerfeld's joint venture in the U.S. with G-III, he said, "Basically in that joint venture, we also have several licenses and are getting a royalty out of that."

Tech's Crisis Of Confidence

CONTINUED FROM PAGE 1

data vaults at Hudson's Bay Co. and Under Armour Inc. and Sears Holdings Corp.

* Amazon's seemingly ceaseless expansion has led to increased scrutiny, with President Trump keeping the heat on with fire-breathing tweets.

* And smartphones and social media have been blamed for everything from digital addictions to shorter attention spans to increased anxiety.

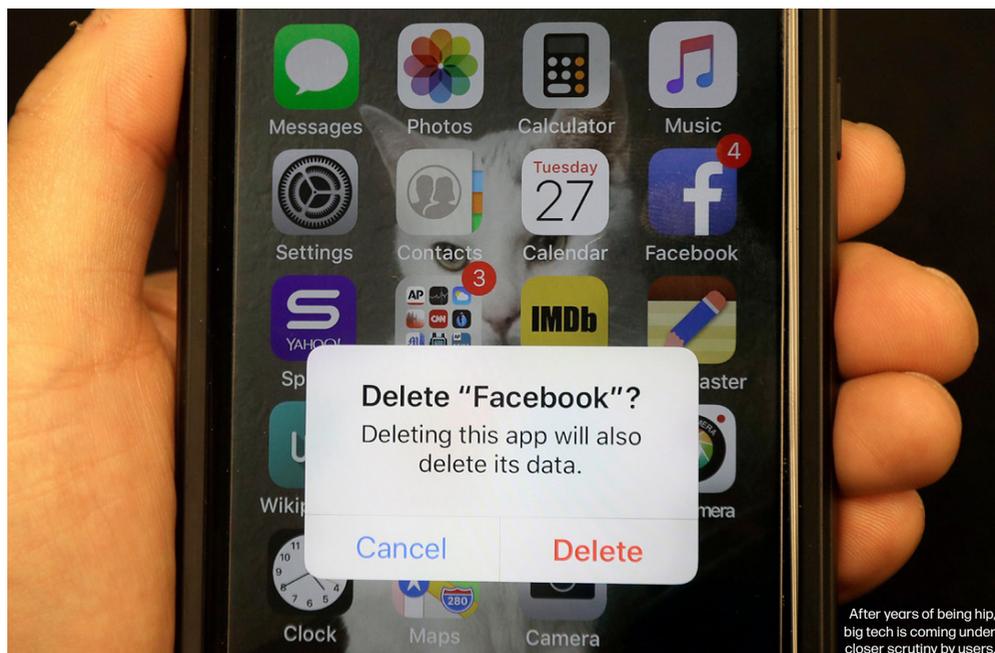
As tech grew up, it moved from geeky and remote to hip and innovative. Now the sector is plugged in and filthy rich, settling uneasily into its role as a key part of the new establishment.

The digital genie is not going back into the mainframe. But people have become less enamored, leaving average users, Silicon Valley (and brands that rely on the connection between the two) to muddle forward.

Facebook has been pushed to the forefront by its scandal around Cambridge Analytica, which secured information from millions of Facebook accounts and used it to target voters in the 2016 election. The scope was massive: As many as 87 million users could have been affected, up significantly from the 50 million users previously estimated, according to a blog post Wednesday by Facebook chief technology officer Mike Schroepfer.

The post covered new changes to platform and developer tools that set limits on developer access to user data. The nine new updates cover Facebook logins, groups, event data and more.

"We believe most people on Facebook



After years of being hip, big tech is coming under closer scrutiny by users.

could have had their public profile scraped," Schroepfer said, pointing to a look-up feature that uses phone numbers and e-mails. (Scraping is a web tactic to extract data.) Facebook has shut down the feature.

On a call with reporters, chief executive officer Mark Zuckerberg admitted that the company didn't have "a broad enough view of what our responsibilities were," and personally took the blame.

"I started this place, I run it," he said. "I'm responsible for what happened here." And yet he couched the sentiment, drawing on the complexity of "building something like Facebook, which is unprecedented in the world. And if we got this right, we would have messed something else up."

The takeaway: Connecting billions of people is hard, and fixing the gaps and securing the network is a process, a job that may never end. So far, the ceo said he hasn't fired anyone over the scandal, and he plans to expand the team of 15,000 people who work on security and content review to 20,000 by year's end.

Zuckerberg will testify on Capitol Hill Wednesday. "This hearing will be an important opportunity to shed light on critical consumer data privacy issues and help all Americans better understand what happens to their personal information online," said Rep. Greg Walden (R., Ore.) and Frank Pallone Jr. (D., N.J.) of the House Energy and Commerce Committee.

Lawmakers are feeding off an increasingly frustrated populace.

"Consumers are finally getting to the point where they're saying, 'No more, I don't want it, let's delete Facebook,' or, 'I want to punish the company,'" said Kit Yarrow, a consumer psychologist at Golden Gate University and author of "Decoding the New Consumer Mind: How and Why We Shop and Buy."

But signing out of Facebook or dropping tech completely could be hard or impossible.

"We have changed our psychology through the use of Facebook and we are now, I would say, dependent on it," Yarrow said. "People look at it like a lifeline to relationships. People have also been presenting this idealized version of themselves through Facebook, and they become attached to this persona and they don't want to let that go. It's almost like an avatar in a way, 'That's a me that's relevant to me.'"

So it won't be an easy or simple process, but Yarrow said change has come.

"All of this is OK, it's normal," she said. "It's wonderful, in fact, that we've now seen the limits of what we're willing to tolerate. And I'm not sure what shape it will take, but there will be pressure, where really collectively we all say, 'OK, I think that's about all we can manage with

this — we need to see what's going on; we need more transparency, accountability,' and we'll start to see the pendulum swing back."

Tech's image problems tend to crest and fall like waves, sweeping in and then retreating, again and again.

But the recent spate of major tech failures have created a tidal wave-like effect that's been building for some time.

According to a 2014 Pew Internet & American Life survey, 91 percent of Americans "agreed" or "strongly agreed" that people had lost control over how their personal information was collected and used. Roughly 80 percent of social media users were worried about advertisers and businesses plucking their social data, and 64 percent believed the government should do more to regulate advertisers. In another survey last year, just 9 percent of social media users reported being "very confident" that social companies would protect their data. About half of users were not at all or not very confident their data was safe.

The stakes are even higher now, with implications ranging from the financial to the political to safety. On one end, Uber and Tesla face the literal and figurative wreckage of recent self-driving car fatalities. On the other, Facebook contends with its latest data privacy scandal. In between lie many complex layers representing hundreds of millions of user data profiles and billions of discrete facts about how average people live and operate online.

Reconciling that with the evolution of modern retail is a hard calculus. Customer data is the lifeblood of e-commerce and plays a growing role in physical stores as well, fueling recommendations, personalized services and more. But that flow of information doesn't work if people can't trust their brands and service providers.

"What's going on is real," said Karsten Weide, program vice president of digital media and entertainment at IDC. "People are getting more concerned about privacy, and the reason is that the data breaches have become much more frequent than just once a year. I think this is here to stay."

"As we get closer to the midterms [elections], this is going to become more of an issue," he said. "A lot of politicians will be using this for grandstanding, and so there will be calls for more privacy regulation. There will even be calls for the breakup



Mark Zuckerberg is headed to Capitol Hill next week to explain Facebook's data practices with lawmakers.

CONTINUED FROM PAGE 4

of Facebook, the breakup of Amazon, the breakup of Google, perhaps. In Europe, they're further along than we are."

Next month, the European Union's General Data Protection Regulation will go into effect, requiring companies to be more transparent with users about the data they collect and how they'll use it. The rules also give consumers more control over their own information. Some social media companies plan to take the EU compliance standard beyond Europe and apply it universally.

"We're taking a global approach to GDPR, to help ensure all members benefit from increased control and clarity," said a LinkedIn spokeswoman.

Facebook will as well and, according to Zuckerberg, the company already complies with much of the GDPR. "We intend to make all the same controls and settings available everywhere, not just in Europe," he said, though formats may differ depending on local markets and regional laws.

Weide said the rest of the world could look to Europe as a template, and pointed to both Canada and Australia, which are looking at privacy regulation, as examples. He expects at least some companies to go above and beyond, like LinkedIn, which could help address some of the public's discomfort.

While Facebook was pushed into the spotlight over data for the Trump campaign, it feels like the President himself is trying to drag Jeff Bezos' Amazon into center ring.

Trump continued his Twitter attack on the e-commerce giant this week.

"I am right about Amazon costing the United States Post Office massive amounts of money for being their Delivery Boy," Trump tweeted. "Amazon should pay these costs (plus) and not have them borne [sic] by the American Taxpayer. Many billions of dollars. P.O. leaders don't have a clue (or do they?)!"

That puts the President at odds with at least some of the experts in his own administration. The blog of the Postal Service's Inspector General noted that "growth in packages is most welcome, especially as it continues to lose letter mail volumes."

It remains to be seen if Trump can keep his attention trained on Amazon long enough to enact any real policies regarding the company's relationship with the post

office, its tax treatment or its general size and influence in the economy.

But his attacks on Amazon have had real stock market impact. Since Trump's beef with Amazon resurfaced last week, the high-profile tech stock is down 3 percent to 1,451.75, shedding nearly \$22 billion in market value and spooking Wall Street traders overall.

Consultant Jonathan Low, partner at Predictiv, said Trump's attacks are really directed at The Washington Post, which Bezos owns personally, rather than any antitrust impulse against Amazon. (Trump's latest tweet on Amazon bears this out, describing the Post as the web giant's "chief lobbyist.")

"The underlying issue is potentially much more devastating – and I think it has to be not with Facebook's abuse in data and not with Amazon taking over the world – it's with the fact that every business today is a tech business," Low said.

"And part of the success of tech and the companies that have adapted to tech is that they're getting their raw materials for free from consumers and I think the fear is that that's what's going to end," he said. "Margins are going to shrink dramatically because there will be more rules out the use of data, where there may be less access to data and companies will have to pay more. Consumers may even be compensated for their data somehow."

A newer breed of startup has begun to take hold to address data privacy through blockchain technology, and they're getting plenty of attention in the financial, healthcare and retail sectors. Groups like Hypr, Token and Shop believe that decentralizing data, so there is no single repository or overseeing organization, is key to safeguarding people's information. The premise appeals to players of all sizes, including payment giants like MasterCard, which has been linking up with blockchain companies, and even Zuckerberg himself.

In January, the 33-year-old Facebook CEO pledged to fix the myriad issues plaguing his platform – such as the "fake news epidemic" – he also said he would explore encryption and blockchain. Hindsight offers extra context, as it's clear now that Zuckerberg had long known about Cambridge Analytica by this point.

Blockchain startups like Shop, a cooperative that won Shoptalk's Start-up Pitch Competition last month, believe in a tokenized approach to security and data



privacy: Digital tokens act like a set of keys that give users access and control over their data. Shop aims to create an economy of sorts, with tokens acting as both retail currency and a basis for loyalty programs.

In assessing the landscape today, one particular tech giant stands out to Shop CEO John Wantz: "I think my respect for Apple is growing lately. Because governments are so intrusive on telecommunications, it had to develop a position [saying,] 'Either we'll be completely open like Android, and let any government in any country have carte blanche access to the data, or we decide whose side we're on and maybe we cryptographically secure [it].'" The way the iPhone maker built its technology and architecture impresses Wantz – it uses cryptography in various parts of its software, including FaceTime and iMessage.

When Apple launched Business Chat for iMessage last week, its approach to user control stood out. People can mute or silence brands, and they initiate all chats, not the companies.

"Another major difference with Apple

versus the free-to-use, or monetized companies like Google and Facebook, is that Apple doesn't have a business model with monetizing data flow," explained Rurik Bradbury, global head of conversational strategy at LivePerson, which helps retailers integrate with the new iOS business features. "The data in the messages is encrypted up to the point where it hits the brand, and then encrypted on the way back again. So they're not looking at what's happening in these conversations, and they don't have any interest in looking.... That's quite positive for brands who don't want to have their connection to customers digitally mediated."

Those relationships are more fraught than ever. Today, the need for privacy safeguards and the demand for services can work like opposing forces. "Consumers say, 'I don't mind giving away my data, as long as I know what data that is, and what I get in return,'" IDC's Weide said. "So you have to talk about the quid pro quo, something of value you provide in return."

In Facebook's case, the value lies in the connection to family and friends, or perhaps benefiting from ads aligned with their interests. "Most of the content that Facebook knows about you, it's because you chose to share that content with your friends and put it on your profile," said Zuckerberg. "And we're going to use data to make the services better, whether that's ranking news feed or ads or search, or helping you connect with people through people who you know. But we're never going to sell your information."

He knows his company hasn't done a good job of conveying that to people, and when it comes to public trust, such failures are a fundamental problem. But it's also an opportunity for businesses, if they're clear about the data they gather, how they will use it and how they will protect it.

Today, dense terms of service, complex privacy settings or automatic opt-ins for unwanted features can seem like hostile acts toward consumers. Against that backdrop, greater care and transparency work as powerful differentiators, especially for customer relationship-oriented sectors like retail. Businesses capable of conveying that they're built to serve people, not pull one over on them – and actually mean it – could stand out.

And so with another turn of the tech wheel, changes in one area might be opening up new opportunities in another – and perhaps a chance for fashion brands to benefit from a fresh start.



In friendlier times: Donald Trump listens to Jeff Bezos, the two buffered by Microsoft CEO Satya Nadella at a White House meeting last year.

COSMOPROF REPORT

Beauty Suppliers Talk New Challenges in Market Landscape

● Retailers, consumers and indie brands' needs are inexorably changing the shape of manufacturers' practices today.

BY JENNIFER WEIL, JENNY B. FINE
AND SANDRA SALIBIAN
PHOTOGRAPHS BY DAVIDE MAESTRI

BOLOGNA, Italy – Agility. Speed. Sustainability. They're the main tenets of the beauty industry today, and suppliers are adjusting their structures accordingly.

From South Korea to Italy, companies such as Intercos, HCT and Gotha have over the past 12 months made acquisitions or started up operations in new facilities in order to maintain their sharp edge.

The Ultras and Sephoras of this world are emphasizing the need for speed, and it's their consumers, especially from Generation Z and the Millennials, beating the drum ever louder.

The call for change comes also from indie brands that work in a flexible, lickety-split fashion, requiring their supplier partners to do the same for decision-making, tweaking and twisting of formulas – almost in “real-time.”

While such demands are ratcheting up, there is a growing number of players jockeying for pole position, cranking up the heat even further.

“Today it's more interesting because we start to have more competitors. The competitors are challenging. You really want to kill them,” said Dario Ferrari, chairman of Intercos, the industry's dominant cosmetics supplier, with a laugh.

The executive was speaking with WWD at company headquarters in Agrate Brianza, just outside of Milan, a day prior to the start of the recent Cosmoprof Worldwide Bologna beauty trade show session, which ran from March 15 to 19.

“To kill the competitors, you need to be the best,” Ferrari explained.

Innovation is his weapon of choice, so Intercos plans to double its capacity for that in part due to its investment in Asia, especially South Korea, where a new plant was built in just six months through its joint venture with Shinsegae, called Shinsegae Intercos Korea Inc.

Elsewhere in Asia, Intercos has four plants in China, and in February it revealed a joint original design manufacturing (or ODM) business venture in Japan with Sumitomo Corp.

In the U.S., Intercos is considering making a purchase to expand capacity. “But there are not many things to buy in the States,” he lamented. Overall, the executive said he finds companies expensive these days.

Still, in June, Intercos bought Cosmint, the Olgiate Comasco, Italy-based manufacturer of skin, hair and body care with 15



New products at HCT Group.

factories and 11 research centers in Europe, Asia and the U.S. That activity last year generated revenue of about 700 million euros.

Internally, Intercos has been undergoing some changes as well. In August, the Ontario Teachers' Pension took a 20.588 percent stake in the company. Last January, Renato Semerari was named chief executive officer, with oversight of Europe and the U.S. Ferrari, meanwhile, still steers Asia and innovation for the group.

“We are planning to balance Europe – [which] I believe is very strong – with South Korea, with Asia, so we have two very strong innovation points,” he said.

“We are trying to get the best from each country,” Ferrari continued, listing lipstick produced from the U.S., foundation from Asia, powder from Italy and skin care from Switzerland, for instance.

Intercos is far from alone in stressing acquisition and innovation in its pipeline.

“The primary challenge is the demand for innovation,” said Tim Thorpe, president and ceo of HCT Group, repeating the last word five times for emphasis.

“Our goal is to create and commercialize 52 innovations a year, one a week. The delivery system is key and the formulas are changing more than ever before,” he continued. “Twenty years ago, you had an interesting format or a great marketing strategy or something in packaging. Today, the whole thing has to be great.”

HCT Group had sales of about \$700 million in 2017, and Thorpe is projecting a

10 percent increase for this year. Noting that the company talks to at least one new brand a week, he continued, speaking at Cosmoprof, the cosmetics packaging trade branch of Cosmoprof, “It's a bigger market, but it's also more competitive.”

New products at HCT focused on growing sociocultural trends, such as a long-wearing, sweat-resistant foundation formula that was showcased as part of the Ath-leisure collection. The company also showed a talc-free, water-repellent eyeshadow that remains crease-free, capitalizing on a growing trend of carrier oils as effective bases for shadows.

In skin care, HCT debuted a sleeping mask with tea tree designed for acne-prone skin, as well as a triple-action sleeping mask with cellulose exfoliating beads that dissolve on application.

For its part, Chromavis, a division of Fareva, is focused on the U.S. market and improving its speed of innovation, moving from a development period of 24 months to six to nine months, said Benoit Portier, executive vice president of sales, marketing and R&D at the company, which is owned by Fareva. “Brands today are shoppers,” he said. “Product development has changed. They don't have the time anymore, so we are doing more consumer-driven marketing.”

Chromavis' turnover in the cosmetics sector in 2017 was almost 186 million euros, and the company is growing at 35 percent per annum. The goal is to double sales by 2020, when a new 50 million-euro production facility is scheduled to open in Italy.

In terms of innovation, all of the companies were showcasing myriad new products for clients. Intercos launched more than 100 new formulas, including those in its trend collection with on-point, ready-to-go products.

For the lipstick category, for instance, the company's latest technology enables the molding of bullets into intricate sculptures.

A marbled technique, involving a dark base with streaks of color, was also on show. So were hybrid products, such as the lipstick featuring a transparent bullet with a swirling vortex of color at the core – allowing for the merging of color and care, and a sea-through bullet containing a suspended ball of gel that releases color.

The patented Prisma technology allowed powders to be crafted into three-dimensional shapes at Intercos, where there was an emphasis on customization.

“All of the clients want fast-track beauty,” said April Martin, director of strategic marketing at the company. “They want things they can launch immediately. They see it online, they see it on Instagram, and they want it now,” she said.

“And they want to change their look every month, so that's our answer,” continued Rachel Bryan, vice president of strategic marketing and multinational account development at Intercos. “More than ever, we have to know what the consumer wants, and the consumer voice is driving product development.”

That was true for the company Gotha in conceiving its Second Chance Mascara Drops, which garnered the two top prizes among the Cosmopack Awards that were given out at the show, which drew over 250,000 visitors, the level reached during the 2017 session. Eleven percent more international attendees were present than in the prior year.

Gotha got the gold as winner in the best makeup formula category and the “best of the best” category with its drops billed to be the first mascara life extender. They were part of Gotha's ASAP (As Sustainable As Possible) line.

“We wanted to really focus on sustainability because we think this is a very important issue today – not only for the industry, but for the consumers,” said Chiara Pani, marketing director at the Lallio, Italy-based supplier, at its booth in Cosmopack.

CONTINUED ON PAGE 7

“All of the clients want fast-track beauty. They want things they can launch immediately. They see it online, they see it on Instagram and they want it now.”

– APRIL MARTIN, INTERCOS



Intercos' Dario and Arabella Ferrari



James Thorpe, Jenny Hsu and Tim Thorpe



Gotha Cosmetics' Martin Breuer and Chiara Pani

CONTINUED FROM PAGE 6

"Consumers are asking for products that have powerful performances, but also represent solutions that are not only user-friendly but also environmentally-friendly. We realize that the attention consumers give to this aspect is increasing, and very much increasing these past few years," she said.

Pani explained the Second Chance Mascara Drops – which come as water-based and non-water-based iterations – not only extend the life of a mascara but help boost the formula's color, plus give nourishing, moisturizing and replenishing properties to lashes.

"So you're doing good for your lashes and at the same time you're doing good for the planet and for nature, because you avoid plastic waste because you're not rebuying a new bottle of mascara," she said.

"I believe that nowadays, consumers are looking for transparency from brands," said Pani. "They want to buy something that is worth buying, that is good for the planet and not only for them or for the brands' profits."

She said young consumers especially are concerned about the state of the earth, and the materials and components used in products. Gotha is intent on formulating in a clean way, as are a lot of other packaging suppliers.

"I see companies investing in manufacturing plants which are more sustainable than in the past," said Rossano Bozzi, director of Cosmopack. "Ten years ago, everybody [wanted] to do something more sustainable...but nobody concretely did it. What I see now is that they are doing something concretely sustainable. Ten years ago, it was a trend. Now it is something that you need if you want to work with the big brands, as well."

Gotha – which is known particularly for its lip products and primers – had just a few days prior inaugurated its new headquarters and production plant. The 270,000-square-foot site, not far from its prior facility, has on it a 160,000-square-foot factory able to triple the company's output.

"A new production area, new offices, a new showroom, new customer area – a very modern building has been constructed," said Martin Breuer, Gotha Cosmetics ceo.

"We have big plans for the future," said Pani of the supplier, which has been registering 30 percent sales growth.

In makeup, she sees the theme of diversity as very important. "Together with sustainability, inclusivity and diversity will really accompany us in the next few years," said Pani. "They go along with customization, because if you include... diversity, you are of course customizing

– you are giving an opportunity to anyone without discriminating because of age or race or skin or color. I think this is very important for the beauty industry, and it's a good example for all industries. It's very sustainable I would say, somehow."

Gotha's main business is generated in the U.S., where Breuer said the company is well-positioned with most indie brands.

"Our way is attuned to the new way of how the disruptors work, because established brands and indie brands work differently," he said. "Indie brands are much quicker, fast to market."

They tend to have a one-year product roadmap, unlike the traditional three-year plan of more established brands.

"How can you know today what the consumer wants in 2021?" asked Breuer. "You have no clue."

"So what the indie brands do is they're much closer to the actual trend in the market, much closer to the consumer, and I've seen them also prepare options," he continued. "Then they draw the option they think is in line with what the consumer is at that point looking for."

Breuer said it's important to have "your internal process, your structure, your decision-making, your team really working in a way which is synchronized with the way the indie brands are working."

"I like to describe [us] as a disruptor of the usual B2B companies because we do things differently," he said. "We have a very flexible, dynamic setup, and we have in-house only our core processes."

Breuer sees the rise of indie labels as good news for ODM and other business-to-business concerns. Whereas established brands have a lab and production facility, the new players do not.

"Where we are extremely strong is we act really as an external laboratory to those young brands," said Breuer. "We make sure that we customize whatever we have already exactly to the taste and the target of the brand. So it's a different way of working."

Ferrari noted ODM companies have in some ways become more popular than brands, commanding greater multiples on stock exchanges like in South Korea, for example.

"Because in reality, there are so many brands, and the brands can be disrupted from one day to the other," he said.

"Fortunately, we are in the middle of the distribution, and we can sell to everybody. We can sell to mass. We can sell to prestige. We can sell to the multinational companies, and we can sell to emerging brands. We can sell to e-tailers. We can sell to retailers. And, of course, our strategy has been always innovation, innovation, innovation."

LAUNCH PAD: COSMOPROF EDITION

Natural Beauty: Grassroots No More

Green products were highlighted by brands at this year's Cosmoprof.

BY SANDRA SALIBIAN WITH CONTRIBUTIONS FROM JENNIFER WEIL
PHOTOGRAPHS BY DAVIDE MAESTRI

BOLOGNA, Italy – Green comes in many guises when it comes to beauty products these days. That was a key takeaway from the most recent session of Cosmoprof Worldwide Bologna, which ran from March 15 to 19 and where natural and cosmetics products were very much on the rise.

There, brands were showcasing green products targeting specific demographics like never before, in-

cluding children, men and athletes. Some labels eschewed water in their formulations and instead used ingredients such as tea infusion or fruit and plant extracts. Others centered their beauty experience around rituals meant to generate well-being, both physical and mental. Here, a look at some of innovative brands spotted.

B.KOS
Founder: Mariella Talamo

Home base: Monza, Italy
Year founded: 2017

This Made in Italy brand produces certified natural and waterless skin care and makeup. Its concept is to make organic beauty products appealing with their packaging and formulations boasting a high percentage of vitamin-rich ingredients. These include fruit juices and plant extracts, such as pomegranate,



B.Kos skin care products.

kiwi, coconut, marula, wakame seaweed and sesame.

The skin-care line features body creams, lotions and scrubs, and odor-free face products for every skin type. It ranges from moisturizing cream, retailing for 29 euros, to antiaging options, for 38 euros. The complete makeup collection counts 12 products coming in a wide variety of shades, making for a total of 52 units.

The brand is mainly distributed in Italy, retailing in selective perfumeries such as Mazzolari and Douglas, in addition to pharmacies. Next up, B.Kos will hit Marionnaud shelves and roll out through its own online store.

Key products: B.Crema Viso Idratante moisturizing cream with wakame seaweed, B.Crema Viso Anti-Età antiage cream and B.Olio Prezioso face oil.

CONTINUED ON PAGE 8

INFLUENCE PEDDLER

JULIA ENGEL CREATES LINE OF DRESSES AT NORDSTROM

CONTINUED FROM PAGE 1

approachable price point.”

The Gal Meets Glam Collection features a size-inclusive range of dresses – sizes 00 to 20 – manufactured by Maggy London. The limited-run collections will roll out on a monthly basis with 20 to 25 new styles each time.

The line will be available for purchase exclusively in 40 Nordstrom stores and on nordstrom.com, as well as on the Gal Meets Glam web site.

“We know our customers love Julia and are excited to see the Gal Meets Glam collection come to life in our stores and online,” said Tricia Smith, executive vice president and general merchandise manager of women’s apparel for Nordstrom. “It’s collaborations like this that allow us to continually bring newness to our customers and give them a sense of discovery.”

Priced at under \$200 each, the dress designs are inspired by Engel’s love for vintage fashion, specifically silhouettes from the Forties and Fifties. She was also influenced by the year-round mild weather of Charleston, S.C., where she’s based.

“I personally love styles that are fitted at the waist and I love a full skirt – lots of skirt – so you’ll constantly see that throughout the collection,” she said. As she’d like to see women “wear more dresses daily,” most of her designs – “about 70 percent” – are day dresses made in cottons, linens and crepes in



Julia Engel

time for spring weather. For evening designs, she went with jacquard and embroidered organza fabrics.

According to ShopStyle, Gal Meets Glam drove \$6.5 million of sales to retailers in 2017. Of those sales, \$1.8 million were in the dress category, which was ShopStyle’s second-highest category in terms of influencer sales driven to retailers in 2017.

Engel added that her goal was to create pieces that would outlive fast-fashion trends. “When designing a piece, I think about if our customer will still want to wear it five years from now,” she said. “You won’t find any trendy details, but you will find thoughtful elements that are true to my personal style like bows, ruffles, pockets and covered buttons.”

The social media maven was also careful to consider her 1.1 million followers on Instagram, who she said identify with her “love of all things feminine.”

“Gal Meets Glam has always been about positivity and inclusiveness. I want women to look and feel incredible,” she said. “We wanted as many people as possible to be able to shop from our line so size inclusivity was something that was extremely important to us.”

Engel’s exclusive relationship with Nordstrom ends in January 2019. At that point, she’ll be able to distribute wholesale – and plans to do so widely.

Asked whether she sees herself expanding beyond dresses in the future, Engel said the possibility is there, but she’s solely focused on dresses for the time being.

“I think it’s important that it remains my focus right now and that we are able to connect, identify and meet our customers needs before we expand,” she said. “We believe that the collection is the future of Gal Meets Glam. Our plan is to build a brand that women can rely on for feminine, classic style.”

BUSINESS

Under Armour Sues Former NFL Player Over Tag Line

- The athleticwear company uses “I Will” extensively in branding and store marketing.

BY KALI HAYS

Under Armour is not pleased that its motivational “I Will” tag line is being used by a former football player trying to build up his new fitness business.

The company last month sued Ike Williams in California federal court, alleging trademark infringement over the former NFL player’s branding of his fitness training business and an upcoming apparel line as the I Will Academy, with “I Will” being used predominantly in promotional efforts.

Williams allegedly took to Instagram to reveal his plans to launch a line of T-shirts, hoodies socks and boxers featuring the “I Will” tag line. Under Armour said he bought a domain name using the phrase last year and has rebuffed the company’s attempts to settle the dispute out of court. He responded to a January

cease-and-desist letter with “I’ll see you in court,” Under Armour said.

“For years, Under Armour has continuously and extensively used and promoted the trademark/tag line ‘I Will’ in connection with its business, products and services in various ways,” the company said in its complaint. “As a result, the ‘I Will’ mark has become famous as a succinct symbol of Under Armour’s brand values and philosophy.”

The company added that it’s been using the phrase in marketing and promotion since at least 1998, two years after it was founded, and that it appeared on everything from products to in-store displays to television commercials over the years. It also holds four trademarks covering the phrase.

“Further still, like Under Armour, [Williams] has been using #IWill to promote his services and business plans, and has made social media posts on Twitter about Under Armour’s ceo Kevin Plank in connection with the unauthorized ‘I Will’ marks,” Under Armour said. “Fully aware



Michael Phelps featured in Under Armour’s 2016 “Rule Yourself” campaign

of Under Armour’s rights, [the] defendant has acted knowingly, willfully, in reckless disregard of those rights and in bad faith.”

The company added that Williams’ extensive use of “I Will” is likely to “cause confusion, mistake and deception” among the public about the source of his good and “falsely suggest” a connection between him and Under Armour.

“Defendant’s acts have damaged and irreparably injured and, if permitted to continue, will further damage and irreparably injure Under Armour and its ‘I Will’

mark,” the company said.

It’s suing for trademark infringement and dilution, cybersquatting and unfair competition and asked the court to order the resignation of the domain name along with a permanent injunction against Williams’ use of the “I Will” mark. Under Armour also asked that he be prohibited from registering a trademark for I Will Academy and be forced to hand over any profits realized from the use of the trademark.

Williams could not be immediately reached for comment.



Kimora Lee Simmons helping out for the nonprofit The Unmentionables.

EYE

Kimora Lee Simmons' Look on Life, Charity

• In addition to her lead global ambassadorship with The Unmentionables, Simmons is finishing up her undergrad degree, advising her 18-year-old model-influencer daughter and eyeing new business ventures.

BY ROSEMARY FEITELBERG

Despite having what others might consider a trying few months, Kimora Lee Simmons has taken on another new challenge as the lead global ambassador for The Unmentionables.

Forget the usual rigmarole of raising four children and running a fashion label in unsteady times. The designer is earning the final credits for her undergraduate degree from the University of Hartford, leading the occasional seminar, building skin-care and energy-drink businesses and eyeing new career opportunities. Add to that the fact her ex-husband Russell is fending off allegations of sexual misconduct and a few lawsuits. Last month, she was the target of a graffiti-ed death threat in a Los Angeles movie theater. And a few months back, when California wildfires posed a different kind of threat, she and her husband Tim Leissner evacuated their family – pets and all – from their house.

While it's safe to say she has a lot going on, Simmons didn't sound the least bit rattled in an interview Wednesday night. In fact, aside from speaking animatedly about her children and mention of her 21-pound weight loss, the designer wasn't interested in talking up herself, never

mind recent dramas. When asked, she answered. Speaking without hesitation – and absent of talking points and publicists – Simmons can't help but sound like someone who is telling you what she really thinks. But her new role with The Unmentionables, a nonprofit that helps people living in displaced communities, was her focus.

In time for World Refugee Day on June 22, she and her family will travel to Greece to help migrant families in The Unmentionables' facility where sexual health and reproductive education and care to refugees. The organization estimated that more than 75 percent of those en route to Europe taking the central Mediterranean route are facing "appalling levels of abuse, exploitation and trafficking." After Hurricane Harvey struck last fall, leaving \$125 billion in damage in its wake, Simmons and her children, who range in age from three to 18, pitch in with the group's relief efforts in Texas. Her matched donations on Giving Tuesday generated a record-breaking \$24,000 for The Unmentionables – thanks in part to her robust social media following.

"Since they were little, we have always had philanthropic missions. I have the

Kimora Lee Simmons Scholarship Fund. On different holidays, we go out and give toys, canned goods or whatever. We've worked with Make-a-Wish," she said. "I feel like it's been an ongoing note in the tone of their lives. They're young so it's important they know that you don't live a certain life because of your hard work. It's your parents' hard work or the businesses that we have. I've been working in the business since I was 10 or 11."

She continued. "We're a unit, but you did not do it – you go to school. It's important that they don't get too big-headed about their lives...It's important to see there are people living outside of your town – where you went on a class trip, on a vacation or maybe somewhere you would like to visit – who are displaced."

Her eldest daughter Ming Lee Simmons wants to pursue a business degree once she graduates from high school this spring. The teenager "doesn't have an agent or anything," she is doing a little modeling and working as an influencer. With 642,000 Instagram followers, she has worked with Kode, Galore, Good American and M.Jewellers. Kimora Lee Simmons said, "Sometimes she'll have cuter shoes than me and I'll say, 'Where'd

do you get that?' and she'll say, 'I made it.' There are so many shoes. I'm like her packing facility and distribution, because I get so many packages."

All in all, Simmons loves that kids and young people can lend their voices and personalities to brands as influencers. She said she tells students all the time that the fashion industry "needs fresh minds and young creative people that we mentor."

Her own business pursuits include Codage skin care, which is sold in Galeries Lafayette and Printemps, as well as the energy drink Celsius. "It is clinically proven to be a negative calorie drink. So your metabolism is boosted and you will burn at least 100 calories. And that's proven and it has to be to make claims like that," she said, adding other initiatives in fashion, film and entertainment are in the works – all self-funded. She said with a laugh, "I am the investor. I am investing in a lot of brands. Sometimes it's sweat equity but working, growing. But you come from a different place of authenticity when you invest your own capital. You can tell people, 'Yeah, I drink Celsius too.' My history in business over the past 20 years – that's what resonates the best with my fan base or consumer base. They like that you are genuinely attached to it. They believe that and they can see that I use it too. I lost 21 pounds since January. I use Celsius, I work out and I practice some of what I preach."

As for last month's movie theater death threat, Simmons said she only learned about it after the fact. "I had taken a couple of hundred kids from the inner city to see 'A Wrinkle in Time' so I was in the building when it happened. We did a meet-and-greet and a photo-op," she said. "You never know with those things. They should always be taken seriously. I hope it's just some silly kids. But I did not personally have a problem that day or report it. I found out when everyone else found out."

Russell Simmons, meanwhile, has disputed claims of sexual misconduct including rape allegations. (The couple divorced in 2009.) Kimora Simmons said, "It's not up to me to really address things that happened for him. Obviously, we have kids and my main focus is usually dealing with my kids and my family. I wouldn't feel it's my place to comment or address things like that. I would always say, 'You should speak to him...or I'm not there, I wasn't in it.' Some of the things were like when I was three [years old]. Some of them span a good length of time. I wouldn't know the dates. I don't really deal with these people or know them. It's just not my place to comment on something that I don't know much about."

As for how his spirits are, his ex-wife described them as "OK. Any time that you have something like that it's probably always very tough on the person, not just something like that but anything in life that would come at you in that nature. It probably takes a lot to always defend yourself and vigorously defend your name and your image."

She continued, "But of course, that's what I would do if this were my situation. Again, you raise kids, you have a family, you want to try to teach them the right thing. So you have to fight for what you believe in, for what's right and fight to always have the truth come out for all parties involved. I think that's very important. I'm sure it can be very tiring or daunting when you're dealing with someone like that who is very visible and a very high-profile member of the community who has worked with so many in various communities and who gives back to the communities. It's a lot of work to deal with that, to defend yourself or to clear your name. But you have to do that, right until you can't go on any more."

In time for World Refugee Day on June 22, Simmons and her family will travel to Greece to help migrant families in The Unmentionables' facility.

In Focus: Business Insights

MARKETING

Treat Yourself: Consumers Opt for Premium Products

- Nielsen's latest research reveals that shoppers are opening their wallets for items that are perceived to be high quality, despite heftier price tags.

BY ELIZABETH DOUPNIK

Consumers are increasingly willing to spend more on premium products. According to Nielsen's "Total Consumer Report," store brand items continue to perform well, while merchandise within the premium price tier is outpacing low-cost alternatives.

"For store brands, discount offerings represent over 60 percent of revenue; however, the most value-oriented products have struggled to keep pace compared to double-digit dollar growth of premium products," the report said. "Across branded product sales, premium tiers are sustaining more than one-third of dollar volume and are driving the most growth."

And while the concept of self-care continues to permeate the overarching

consumer mind-set, manufacturers should consider how to integrate premium products that feature sustainable ingredients and eco-friendly textiles.

This is not to suggest that store-branded products are waning in success. Instead, consumer preferences are increasingly diversified, which has resulted in heightened competition.

"Beyond any individual channel, store-branded products continue to redefine their importance to retail, and drove



growth throughout 2017. Thriving at 3 percent gains in dollar sales year-over-year, sales of private-label products eclipsed \$125 billion across FMCG brick-and-mortar outlets," the report said.

Across the board, shoppers are self-educated on the variety of products, price points and advantages of specific products. Price continues to play an integral role in final purchasing decisions, but the prevalence of other factors is rising.

Consumers want more than a straightforward product. According to the report, shoppers purchase items that answer a specific demand and also speak to a larger purpose or value. "Consumers are no longer shopping just for categories themselves; they're shopping for products that can fulfill their need and also serve a purpose," said the report.

For example, consumers are aware of protecting against ultraviolet rays by wearing sunscreen during seasons other than summer. "Sales of sunscreen as a category declined by 2 percent in 2017 compared with 2016. Functionally, sunscreen can serve a truly useful purpose, and as an ingredient, it becomes a value-added feature to other products," the report said. "When added to hand and body lotion, for example, the product fulfills both the consumer need for a moisturizer and also provides protection from ultraviolet (UV) light."

TECHNOLOGY

Bamboo Rose Adds Two To Board, Including Retail Industry Veteran

- Laura Weil was the former cfo of American Eagle Outfitters. Bob Solomon, founder of Software Platform Consulting, also joined the board.

BY ARTHUR ZACZKIEWICZ

Software solution provider Bamboo Rose named Laura Weil and Bob Solomon to its board.

Weil previously served as chief financial officer of American Eagle Outfitters Inc. as well as Macy's Credit Corporation. Weil also held the chief operating officer position at Ann Taylor and New York & Co., and was the chief executive officer of Ashley Stewart. Bamboo Rose said in a statement that Weil is known "for driving profitability, building high-performance teams and her expertise in finance and analytics."

Currently, Weil is the founder and managing partner of Village Lane Advisory, and she also serves on the boards of Christopher & Banks and Carnival Corporation as well as Daniel's Jewellers. "Weil's expertise with large established retail brands and her experience in financial transactions, including IPOs, will be an asset to building Bamboo Rose's supplier financing offerings and other growth initiatives," Bamboo Rose noted.

Weil said based on her retail experience, she has seen "firsthand how difficult it is for traditionally minded stores to compete in an increasingly digital, omnichannel world" and noted how Bamboo Rose can play a role as a solution provider.

Solomon is founder of Software Platform Consulting Inc., which offers consulting services to business-to-business software-as-a-service start-ups as well as growth companies. Previously, Solomon worked in various roles at software companies "in the supply chain space; most notably, he was responsible for the monetization of the Ariba Inc. network, which is now a division of SAP," Bamboo Rose said in the statement adding that he also worked for Silliker Laboratories Group Inc.

"Solomon is universally viewed as one of the world's foremost experts on B2B marketplaces for suppliers and corporate buyers," the company said and noted that he serves on the boards of Eved LLC, LeaseAccelerator and XSB Inc.

Bamboo Rose ceo Sue Welch said the two new board members "bring a wealth of experience and expertise to our board that will enhance our offerings to customers across the retail spectrum, from hardlines to apparel to grocery."

SUSTAINABILITY

HanesBrands Earns EPA Energy Star Environmental Excellence Award

- The company has won its ninth consecutive Energy Star Partner of the Year Award from the U.S. Environmental Protection Agency.

BY TRACEY GREENSTEIN

HanesBrands, an American basic apparel manufacturer, said that it has won its ninth consecutive U.S. Environmental Protection Agency's Energy Star Partner of the Year Award for "sustained excellence in energy conservation, carbon emissions reduction and environmental sustainability."

The company will attend the Energy Star banquet in Washington, D.C. on April 20 to accept the award and liaise with other brands that have earned Energy Star recognition, including Allergan, The Boeing Company, Colgate-Palmolive Company,

General Motors Company and Raytheon. The EPA introduced Energy Star in 1992 as a "voluntary, market-based partnership to reduce greenhouse gas emissions through increased efficiency." Its annual Energy Star Partner of the Year award honors business and organizations that have "made outstanding contributions to protect the environment through best practices and organization-wide energy savings," according to the firm.

Its achievements in sustainability include lowering its year-over-year energy use per pound of production by 6 percent, resulting in savings of more than \$4 million, and its reduction of "energy intensity" by almost 21 percent, which delivered a total cost avoidance of over \$200 million since 2007 from its ongoing efforts, according to the firm.

HanesBrands has also implemented a number of environmental stewardship initiatives; embarked on partnerships with various universities to educate next generation business leaders about sustainability; and achieves high employee engagement in its "energy management culture." For example, through initiatives such as HanesBrands' recent "treasure hunt" held at the company's Dos Rios fabric manufacturing plant in the Dominican Republic, the firm generated nearly 125 employee-led energy reduction ideas for power, steam, compressed air and water use, the company said. Collectively, the potential for savings totaled almost \$1 million.

Javier Chacon, the chief global manufacturing officer for HanesBrands, said that "HanesBrands is incredibly honored to earn our ninth consecutive Energy Star Partner of the Year award and will accept it on behalf of our approximately 70,000 worldwide employees who are committed to energy management and environmental responsibility. Thanks to our employees' steadfast commitment, Hanes is the only apparel company to be honored for sustained excellence by the EPA Energy Star program in its 26-year history and continues to demonstrate that

companies from all industries can make a difference in energy conservation, carbon emissions reduction and environmental sustainability."

HanesBrands also recently released the company's 2017 environmental performance report, which highlights its achievements in water use, carbon dioxide emissions, energy use, renewable energy use and landfill diversion. The company said it is "on track" to meet its 2020 goals to reduce carbon emissions by 40 percent (28 percent in 2017); energy use by 40 percent (28 percent in 2017), and water use by 50 percent (30 percent in 2017).

So far, HanesBrands has yielded strong year-over-year results from its efforts in 2017, most notably the reduction of carbon dioxide emissions by 15 percent; energy use by 6 percent; and water use by 7 percent, while also increasing its use of renewable energy by 7 percent, the company reported. HanesBrands said it pledged to "secure at least 40 percent of its energy from renewable sources (33 percent in 2017) and achieve zero waste by diverting company-owned supply chain waste from landfills (84 percent in 2017)."

Michael E. Faircloth, group president, global supply chain, information technology and e-commerce for HanesBrands. "These cross-the-board improvements indicate our strong commitment to create a more efficient and energy-conscious organization for both the areas where we do business and the larger worldwide community. We have taken great strides toward our 2020 goals, and we intend to continue pushing to fulfill our promise to create a more environmentally friendly company."

Headquartered in Winston-Salem, N.C., HanesBrands owns the majority of its supply chain operations and manufacturing facilities. The company markets T-shirts, bras, panties, shapewear, underwear, socks, hosiery and activewear under apparel brands such as Hanes, Champion, Maidenform, DIM, Playtex, Leggs, Wonderbra, Alternative and Gear for Sports, among others.



WWD

DENIM — IN — DEPTH

The Leading Themes, Trends and Brands in
Fashion's Favorite Sector

ISSUE 04/17

CLOSE 04/11 / MATERIALS 04/13

An Advertising Opportunity

PMC

FOR MORE INFORMATION, PLEASE CONTACT
STEPHANIE SIEGEL, VP, SALES & MARKETING AT 646 356 4712 OR [SSIEGEL@WWD.COM](mailto:ssiegel@wwd.com)

Ryan Korban



DIRT

The Evolution of Ryan Korban

- The AD100 interior designer talks to WWD about his first condominium project.

BY KATHRYN HOPKINS

One thing is for certain: Ryan Korban has been the “in thing” in interior design among New York’s fashion set for some time.

Over a decade ago at 22 and fresh out of college (Parsons, obviously), he opened and designed TriBeCa accessories store Edon Manor in the style of an English country house with a former classmate. Ever since then calls from stylish clients have kept coming.

As well as a herd of models and their pricey abodes, other projects have included Kanye West’s home, multibrand boutique Fivestory’s Upper East Side town house, Joseph Altuzarra’s sleek showroom and Aquazzura’s flagship store on Madison Avenue.

But his most loyal client to date has to be Alexander Wang. The two met when they were both at college and not only did Korban furnish Wang’s TriBeCa loft with zebra rugs and furry chairs, his services were also called upon for the designer’s flagship store in SoHo, as well as Balenciaga’s Mercer Street digs when Wang was still at its helm.

“When I started I turned to the fashion world because the design world wasn’t ready for someone so young. The budgets are so high and so you need a certain level of trust,” the AD100 designer says. “In the fashion world, you have young people starting T-shirt lines or whatever so there’s less pressure in terms of what the capital is for these projects to happen.”

But a few years ago, the Philadelphia native decided he’d done enough to make his mark on the fashion world and was ready to sink his teeth into a much bigger project.

Combined with that, he felt like retail executives were plowing more of their budgets into digital strategies than bricks-and-mortar, so it felt like a good time to make the jump to real estate and try to get involved in a condominium.

“I had come off doing a lot of retail and I was doing a ton of stuff with Balenciaga at the time and that was sort of coming to a closing chapter. I really felt like I wanted



Inside 40 Bleecker’s sales gallery.

to focus more in the real estate world,” Korban says.

There was just one issue with that plan: He was virtually unknown by those in that field and unlike the fashion world, New York real estate developers were not lining up around the block to hire him.

They were skeptical about his age – he’s now 34 – and lack of experience in the

sector and he was put through his paces by several well-known developers before he finally secured his dream gig – 40 Bleecker, a luxury condominium in Manhattan’s NoHo being built by Broad Street Development.

That wasn’t an easy sell at first either, according to Douglas Elliman’s John Gomes, who is handling the building’s sales alongside Fredrik Eklund of “Million Dollar

Listings” fame. “It was kind of difficult at the onset. But people who knew, who were kind of following what Ryan was doing, kept urging,” Gomes says.

Flash forward two years and that all seems like ancient history as Korban, dressed in his signature black top and jeans, proudly shows off his duo of handmade statuary marble sofas and French limestone slab coffee table in the no-expenses-spared newly opened, 2,000-square-foot sales gallery.

It’s being used to show potential buyers what the real thing, which is just starting to emerge from the ground around the block, will look like when completed in 2019. The finished product will rise 12 stories and house 61 one- to five-bedroom residences, with prices starting at almost \$1.8 million for a one bedroom and \$6.3 million for a three bedroom.

As well as the lobby, which the sales gallery mirrors, all of the building’s apartments’ finishes and amenities – including a 57-foot swimming pool, a state-of-the-art exercise room and stretching studio – will be the handiwork of Korban, who at the same time is also working on creating his own furniture line.

Given complete control of 40 Bleecker’s interiors by the developer, he drew much of his inspiration from the building’s location, which looks out from its corner units onto Lafayette Street – what he views as the gateway between downtown and uptown as it turns into prime Upper East Side address Park Avenue.

“I think that there’s a buyer who’s in the neighborhood that’s maybe looking for something really cool and still elegant. I also think there may be someone from uptown who wants to live a kind of more downtown lifestyle, but doesn’t want to compromise on a certain level of lifestyle.”

With all this in mind, he knew his work needed to speak to a new generation of downtown buyers, who are looking for luxury and elegance against a modern backdrop. The answer? Masculine contrasts with feminine, traditional with modern and soft with brutalist, he says, adding that bridging the gap between uptown and downtown styles has become somewhat of his specialty.

“I’ll have a brand like Fivestory come to me to do a store uptown because they want me to do something that’s classic but infuse something edgy and cool to bring uptown,” he tells WWD. “Then I’ll have a brand like Balenciaga, who’s really old and established, have me come downtown because they know I’ll understand how to elevate and so, that really became the premise of it.”

While this has all been going on, Korban has not forgotten his fashion roots. In fact, he brought the two worlds together recently when his longtime friend, designer Brandon Maxwell, shot his spring campaign, featuring British model Jourdan Dunn and her eight-year-old son Riley, at 40 Bleecker’s sales gallery.

“When I built it I went to Brandon and I said, ‘Your collections are beautiful. I have a beautiful space,’” he says. “He’s just another young creative person who said, ‘I love this space’ and got it. It wasn’t this preconceived thing of, this is real estate or this is this or this is that.”

As for which world is going to be his main focus from now on, Korban diplomatically says he wants to achieve a “good balance” and that for him retail is “still such a fascinating world” to which he’ll be forever grateful.

“I really owe it to the fashion companies like Balenciaga, like Alexander or like those companies who trusted me and gave me that experience to then have the design world really say, he’s young but look at these brands that he’s worked with,” Korban says. “It was really the fashion world’s kind of openness to young talent that was really what started my career.”

Real Estate Dirt

WWD'S WEEKLY ROUNDUP OF THE GOINGS
ON IN THE PROPERTY WORLD.

By KATHRYN HOPKINS

Celebrity Movers

1. GEORGE ZIMMER

A wealthy individual clearly liked the way George Zimmer's sprawling Hawaii hideaway looked – I guarantee it.

The Men's Wearhouse founder and former chief executive officer has finally sold his Big Island oceanfront estate, known as Nani Paniau, for \$18 million, although securing a sale was no easy feat for the seasoned retailer.

Indeed, Zimmer has been trying to offload the lush compound since 2015 when it became surplus to requirements after he spent \$20 million on musician Neil Young's nearby house.

The price for the eight-acre estate was originally set at \$35 million, but proved to be too high and it has been on and off the market ever since, last asking \$24.5 million before it entered contract.

As well as an impressive discount, the mystery buyer has got themselves some pretty nice new digs, boasting 1,000 feet of ocean frontage to make it one of the largest privately owned oceanfront properties on the Kohala Coast.

In addition to its enviable location, the estate is home to an opulent 10,000-square-foot, eight-bedroom plantation-style house with unobstructed ocean and sunset views of Maui and the Kohala Coast, as well as a media room, a gym and a billiards room with wet bar.

And like any self-respecting Hawaii compound, it also comes and an oceanfront swimming pool complete with spa and waterfall, and an abundance of coconut trees.



George Zimmer's former Hawaii house.



Tyra Banks is selling this L.A. home.

2. TYRA BANKS

Tyra Banks is at it again. Just weeks after she bought a new Pacific Palisades mansion, the supermodel is trying to flip another of her homes in the same Los Angeles celebrity enclave.

In her latest real estate

move, the "America's Next Top Model" creator and host has put a two-bedroom town house on the market for just under \$1.5 million, after paying \$1.35 million for it in 2017.

Despite only owning it for a short time, she has made quite a lot of changes to the



Serge Azria's TriBeCa penthouse.

1,800-square-foot abode, "tastefully" remodeling it to give it a New York loft feel with open rooms and soaring ceilings, per broker babble.

Other features include a plush master suite with an oversize walk-in closet and a balcony, a wine cellar, a private

patio with mountain views and a two-car garage.

The mother of one began her Pacific Palisades spending spree back in 2014 when she purchased a \$3.2 million turnkey property, later adding a \$7.3 million ocean view mansion to her collection.

3. SERGE AZRIA

Fashion mogul Serge Azria is once again trying to offload his penthouse at a celebrity-filled Manhattan condominium.

The creative force behind Joie, Equipment and Current/Elliott paid \$14.3 million for the three-bedroom, 3,471-square-foot duplex in February 2017 and was clearly hoping to make a tidy profit when he tried to flip it just a few months later for \$17.3 million. When that didn't work, the price was cut to \$15 million, before the apartment was taken off the market.

Now, Azria is trying again as his never-lived-in investment apartment is back for sale at the slightly lower price of \$14.75 million and a change of listing brokers to Corcoran's Patricia Lockridge, Paul Kolbusz and Melissa Sargeantson.

The struggle to sell the posh penthouse – which has its own private elevator entrance to both floors and a rooftop terrace complete with an outdoor kitchen – comes despite the condominium being filled with notable residents.

Meg Ryan, Jake Gyllenhaal and Harry Styles have all been revealed as buyers at the building, each paying in the region of \$9 million for their new homes, while other famous residents include Justin Timberlake and Jessica Biel, Blake Lively and Ryan Reynolds, as well as Jennifer Lawrence (the latter is renting out her apartment).

The building's paparazzi-proof underground motor court has reportedly been a big selling factor for famous buyers.

House of the Week

It's not often you come across a Manhattan home that boasts a kitchen paved with stones imported from the streets of Bologna, an Art Deco bar modeled on London's famed Claridge's Hotel and a formal dining room that pays tribute to Gloria Vanderbilt Whitney.

The home in question is a Greenwich Village town house whose stylish owners – Former Urban Outfitters chief executive officer Glen Senk and his husband, one-time Anthropologie buyer-at-large Keith Johnson – transformed back into a single family home

from apartments after paying \$8.3 million for it in 2012.

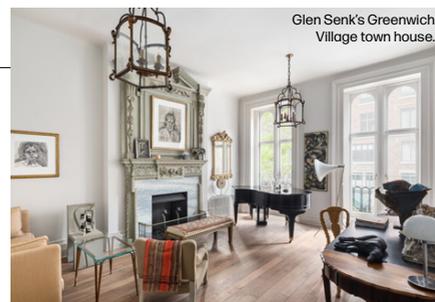
The four-bedroom, 4,930-square-foot house has just been put on the market for \$12.8 million, down from \$17 million when it was first listed in 2016. The duo is selling, as they now spend much of their time at the Palm Beach, Fla. home.

It took two years to return the five-story Anglo-Italianate town house, built in 1853, to its original grandeur and clearly no expense was spared, using historic elements sourced from England, Italy and the property's surrounding neighborhood.

The results of the renovation include a formal dining room covered in murals by artists from the New York Studio School, resembling Gloria Vanderbilt Whitney's nearby sculpture studio flame-adorned ceiling and fireplace.

Artisans were also brought in to create the wave-like moldings in the dining room and for the plasterwork in the stairwell, which was completely removed and restored in a process that took a year.

The kitchen, meanwhile, has marble countertops that were sourced from the Philadelphia Independence Hall, as well as



Glen Senk's Greenwich Village town house.

the aforementioned Bologna stones, which are heated – obviously – while a wall of windows opens on to a terraced landscaped garden.

Elsewhere, there's a library with an enormous wood

burning hearth, a music room with a dramatic floor-to-ceiling English wood-burning fireplace and a fully stocked Art Deco bar complete with mirrored, gilded walls fashioned after Claridge's in London.

THE STAT

25%

The amount Manhattan sales of condos and co-ops fell in the last year, marking the biggest drop since 2009.

Source: Douglas Elliman Real Estate/ Miller Samuel

WWD Retail — 20/20

THE NEW
STORE EXPERIENCE

JUNE 27
LONDON

The WWD Retail 20/20 Forum: London will bring together **175+** industry innovators and influential thinkers to collaborate and share perspective on how new technologies enable immersive shopping experiences.

Don't miss out on dynamic leaders who are transforming the landscape.

SPEAKERS YOU NEED TO HEAR FROM



Simon
Burstein

THE PLACE



Steph Korey

AWAY



Jen Rubio

AWAY



Ramdane
Touhami

OFFICINE
UNIVERSELLE
BULY

[CLICK TO LEARN MORE](#)

fairchildlive.com

BRANDS & RETAILERS: DRE BENNETT, JBENNETT@WWD.COM, 646.356.4723 • INDUSTRY PARTNERS: ALEXIS COYLE, ACOYLE@WWD.COM, 646.356.4719

ANNUAL
PARTNERS



EVENT SPONSORS



Chloë Sevigny Joins Montblanc For 'Le Petit Prince' Fete

The dinner party was held in celebration of the 75th anniversary of Antoine de Saint-Exupéry's novella and the brand's new limited-edition collection in honor of it.

BY ALEXA TIETJEN PHOTOGRAPHS BY AURORA ROSE

"I don't know what the word is when you're addicted to pens or writing instruments," said Chloë Sevigny. Wearing a white Simone Rocha dress with Balenciaga heels she bought at Barneys New York that day, Sevigny stood in the One World Trade Center Observatory, where Montblanc held a dinner celebrating the 75th anniversary of "Le Petit Prince" and the brand's new collection in honor of it.

"I'm really feeling the vibes," Sevigny said of her outfit. "I feel like a little prince-ess, prince."

Timed to start just after sunset, the Montblanc fete drew Hugh Jackman, Rita Ora, Milla Jovovich, Diego Boneta, model Lucky Blue Smith and his sister Piper. The setup featured cloud-like decorations, a swing and an illustrator drawing foxes on notebooks. During the dinner, Jackman and Charlotte Casiraghi read an excerpt from Antoine de Saint-Exupéry's famous novella.

"I love penmanship and I love receiving personalized notes and thank you notes — it's something that my mother instilled in me when I was a young child," continued Sevigny. "She worked at a stationery store, so I had endless, endless supplies of stationery and note cards and whatnot. I studied calligraphy and it's something I grew up with that was really important in our family."

Asked for his thoughts on the value of the written word in the age of technology, Lucky Blue shared, "You can send a text to someone and say thank you for something over e-mail, [but] writing something out is much more special. If someone wrote



Milla Jovovich and Chloë Sevigny



Hugh Jackman and Charlotte Casiraghi

something out to me, I'd be like, 'oh dang cool. They took time, that's really cool.'"

Diego Boneta, who plays famed Mexican singer Luis Miguel in a new Telemundo television series, echoed the sentiment. "I'm very old-fashioned when it comes to that," he said. "There's nothing I like more than a handwritten note, being able to take your time and write a note to someone — with the date. There's something about the tradition of that."

Asked for her favorite childhood story, Sevigny quickly responded with: "Thumbelina." [I'm a] classic fairytale kind of gal. I was really into the outdoors

and flowers and foliage. I used to have a little fort under a forsythia bush, so the idea of being very

small and living on a lily pad really appealed to me." Naturally.



Garrett Leight x Ulla Johnson Eyewear Toasted

The eyewear scion and the contemporary designer threw a party for their tie-up at Elvis' old house with Mandy Moore, January Jones and Lake Bell in attendance. BY MARCY MEDINA

Even a little fog in Beverly Hills didn't dampen the spirit for cool-kid designers Garrett Leight and Ulla Johnson, who



Mandy Moore and Minka Kelly

gathered friends including January Jones, Mandy Moore, Lake Bell, Minka Kelly, Jordana Brewster and Shiri Appleby to celebrate their GLCO x Ulla Johnson eyewear collaboration at Elvis' old estate.

Now called Casa Perfect, the King's old abode is a residential gallery concept by The Future Perfect, a contemporary design

gallery presenting one-of-a-kind limited-edition and studio-crafted works. It was an ideal backdrop for the feminine, retro chic optical and sun frames, which also made their debut online and in GLCO and Ulla Johnson stores that day.

"There's not great choices for women in optical overall, and the thing about glasses that's so cool is that you kind of get to



January Jones, Garrett Leight and Ulla Johnson.

put on a whole new personality when you wear them," said Johnson, who has worn specs since high school and wanted to dip her toe into optical without having to commit to the whole technical learning curve.

It was a win-win for Leight, who is known for tie-ups with cool designers. "We were searching for someone who represented the woman we want wearing our glasses and Ulla's community was exactly that," he said.

The translucent frames were a play on Johnson's spring ready to wear collection theme.

"We did this whole invisible protection transparent thing as a reaction to everything that was going on in the country and part of this need articulate that you're clear," she said.

While the fashion crowd, including Brad Goreski, Kristie Stiecher, Ashley Streicher, Cristina Ehrlich, Clare Vivier, Erica Cloud, Jennifer Meyer, Katie Bofshever, George Katsiopoulos, Sara Escudero, Heather Taylor, Olivia Lopez, Rocky Barnes, Samantha Wennerstrom, Joanna Williams, Tracey Cunningham sipped Malagro cocktails and champagne from oversized coupes, Leight's friend Lia Loes performed several songs from her upcoming album at a poolside piano.

Said Leight, "It's the most gorgeous view in the world and it's foggy out. But hey, we're at Elvis' house."



Yardbird Southern Table & Bar in Los Angeles.

Yardbird Brings Southern Flavor to L.A.

John Kunkel's award-winning restaurant opens its fourth outpost in the Beverly Center. BY MARCY MEDINA

With its newfound status as a foodie city, Los Angeles is embracing all manner of calorie-rich cuisine, including pasta-heavy Italian fare, artisanal butcher shops and Southern-style fried chicken. The newest entry into the latter category is Yardbird Southern Table & Bar, the James Beard-nominated restaurant founded in Miami in 2011 by John Kunkel, that opens its fourth location here on Saturday.

Yardbird's industrial barn look has been transplanted into the newly upgraded Beverly Center, smack in the middle of town, where it joins Farmhouse, the farm-to-table concept from Laurent Halasz and Nathan Peitso, and Michael Mind's Cal Mare, in the valet parking bay of a huge mall.

But what a shopping center may lack in charm it makes up for in traffic and square footage. The 6,000-square-foot Yardbird is divided into cozy nooks and crannies and features a natural

light-bathed bar, which serves more than 100 types of bourbon and whiskey, incidentally the basis of the city's craft-cocktail-du-jour craze.

Kunkel, who hails from Georgia, says family recipes still form the core of the menu, but he's aware that no matter how much Angelenos embrace gourmet cuisine, they're Angelenos, after all. "We're doing a seafood menu for the first time, with grilled fish, crudos and a raw bar," he said, adding "also great salads and seasonal crazes."

But he's most excited about Yardbird's nod to Old Hollywood in the form of a new bourbon called The Duke, cooked up from one of John Wayne's original recipes. "He was the George Clooney of his day," Kunkel said. "When his family opened up his sealed archives, they found his bottles and recipes, and the original distiller was still alive, so they are launching it through the U.S. and we're the first restaurant to have it."

Blackberry Bourbon Lemonade

Yardbird's signature punch now features John Wayne's own brand of bourbon.



1.5 oz Duke bourbon
1 oz blackberry puree (or about 4 blackberries muddled)
1 oz lemon juice
.5 oz simple syrup
1 dash of angostura bitters
Soda water

Shake all ingredients together. Strain into a mason jar filled with ice and top with soda water. Garnish with a lemon wheel on top.

Fashion Scoops

Saddle Up

Dior is staging its cruise 2019 show closer to home than the last edition, which took place in the Santa Monica Mountains. Scheduled for May 25, the event will take place at the Grandes Écuries of the Domaine de Chantilly, near Paris.

A symbol of French prestige and art de vivre, the historic stables – which are the largest in Europe – were constructed in the 18th century for the seventh Prince de Condé, Louis-Henri de Bourbon.

The city of Chantilly has long-standing ties with Dior, from the founding couturier's first creations to those of his successors, Yves Saint Laurent and Marc Bohan. Various designs for the house over the years have carried or evoked its name and prestige, starting with Christian Dior's second collection, for fall 1947, which featured an evening dress baptized at Chantilly.

While Dior journeyed to the sweeping Upper Las Virgenes Canyon Open Space Preserve in Calabasas, Calif., for the staging of its Cruise 2018 show – marking the first big destination event for artistic director Maria Grazia Chiuri – the setting of the house's next display promises to be more about time travel. And possibly an equestrian theme. — KATYA FOREMAN



Laura Kim and Fernando Garcia

Boston Bound

Oscar de la Renta has opened a pop-up shop in Boston. The brand's first freestanding store in the city is located at 24 Newbury Street and will be open Thursday to June 20. The space is 1,600 square feet and includes ready-to-wear, handbags, shoes, jewelry from resort and spring as well as

children's wear. Fall bridal will be available by appointment and the pre-fall and fall collections will be on site, available for pre-order.

"With long-standing wholesale business in Back Bay and Chestnut Hill, it makes tremendous sense for us to open our own shop on Newbury Street," said Alex Bolen, chief executive officer of Oscar de la Renta. "We are excited to continue to tell the Oscar de la Renta story with this new pop-up store on one of the most prestigious retail blocks in the country



Kendall Jenner in the Adidas Arkyn campaign.

that is a destination for both locals and tourists." — JESSICA IREDALE

Many Hats

To launch its new shoe, called Arkyn, Adidas staged a discussion centered on women and the different hats they wear, the latest example of how sneaker brands are muscling into female territory.

Kendall Jenner showed up at the end of the conversation, which took place in a back room of the Adidas flagship in the Marais district of Paris, with a small gathering of a mostly French and largely female audience.

Jenner's arrival was an-

nounced by a noisy crowd outside the store that had gathered for a glimpse of the model and social media star.

"I know how to say *bonjour*," she said. "That's pretty much it," she added, referring to her French language skills.

She joined Daniëlle Cathari, a 23-year-old Dutch designer who is working with Adidas Originals, launching the second drop next week on the small stage.

"I'm super excited for you," Jenner said, addressing Cathari who had just outlined her swift career rise to the audience.

Cathari, who learned how to sew from YouTube clips and

was discovered by Adidas on Instagram, reconstructed vintage Adidas tracksuits while studying fashion in Amsterdam, a project that has landed her an official collaboration with the sportswear brand. While her design career is taking off, the Dutch designer said she might want to design furniture one day, or maybe arrange flowers.

The #TLKS event started out with French pop singer Camélia Jordana of Algerian descent and singer-actress Joséphine de la Baume, who were questioned by journalist Alice Pfeiffer about their career experiences, creativity and the #MeToo movement.

— MIMOSA SPENCER

Memo Pad

Photographic Memories

The latest exhibition dedicated to works by Albert Watson helps emphasize how a strong relationship between a fashion brand and a talented photographer can develop into a superior artistic production. "Albert Watson, Fashion, Portraits and Landscapes," running Saturday to June 17, displays around 100 images from the Blumarine archives at the medieval Palazzo Pio here, a one-hour drive from Bologna, and home to the label created and designed by Anna Molinari.

Watson helped define Blumarine's romantic and feminine identity through 12 advertising campaigns in the Eighties and Nineties for the brand. The striking photos of models ranging from Carré Otis and Naomi Campbell to Cindy Crawford, Helena Christensen and Nadja Auermann, who were juxtaposed against views of Scotland, London, Naples or New Mexico, vividly stand out on the walls of the frescoed and vaulted castle.

"I realize now but I didn't back then, that in the end I was more a photographer of fashion as opposed to a fashion photographer. I was doing a photo shoot that contained fashion," said Watson during a preview of the exhibition on Thursday. "I was always interested in the second, third or fourth layer, in lights and shadows, clothes and a woman in an environment, a piece of Las Vegas, London or New Mexico or Naples. I would try to never forget to show a detail, maybe two buttons, the texture, so that it was not just a beauty shot. I want to



Nadja Auermann photographed by Albert Watson in Arizona for Blumarine's spring 1992 ad campaign.

communicate the clothing but also the woman, so that it's a photo and not a fashion picture."

Blumarine allowed Watson the creative freedom that is key to his work, he said, but the photographer was always mindful of the goal of the photos, which "would make no sense if you don't see the clothes. All photography is interested in communication – a war photograph must show the war; if you are photographing in Paris, there has to be some feeling of Paris, some flavor, although you don't necessarily have to show the Eiffel Tower or the Arc de Triomphe."

Molinari emphasized the timeless quality of the photos and Watson's skill in playing with shadows and lights in a cinematic way. "He loves nature, he perfectly and exactly combined his love for nature, the subject he was photographing, the clothes and the colors, making the images modern," she said. "These are artistic photos but they perfectly reflect the brand."

Blumarine, which celebrated its 40th anniversary last year, has also worked with Tim Walker, Mark Seliger, Helmut Newton, Juergen Teller, Craig McDean and Pamela Hanson. Molinari lamented how big-name photographers today "are less flexible and won't work with companies that are not huge brands." Beautiful photos, she claimed, are still a way to communicate a message, even if less on magazines today, and more on social media and online. "It's changed, but only in part as people still want to see beautiful photography."

Watson said he never had any restrictions from Molinari and her daughter Rossella Tarabini, who is no longer active in the company, compared with "99 percent of clients. [Molinari and Tarabini] acted as wind at your back to move forward, and in fashion you don't normally get this kind of freedom. I could use an old rusted car, and they would be understanding the significance



A photo by Albert Watson of Carré Otis in Venice for the Blumarine fall/winter 1992/93 campaign.

of an old, beat-up car, and they gave me the freedom to choose to shoot anywhere in the planet."

This helped make Blumarine a global company, he said. All of the black-and-white prints were printed by Watson in the dark room because "I love printing," he said. "There was no Photoshop and no retouching, these are raw images. It was very different from what happens today – after you take the picture, there is an additional layer of flexibility and power." However, Watson does not wave digital technology away. "A model may come to the shoot with a cold sore on her lip, and I think it's fine to take that away – it's temporary, a week later, that sore may not be there, but this is different from com-

pletely restructuring." He said there was one photo in particular that had always bothered him so much, with one strand of hair falling on the face of the model, that he had to remove it.

With more than 100 Vogue covers, and around 40 for Rolling Stone from the mid Seventies, Watson has photographed the likes of Mick Jagger, Andy Warhol, Alfred Hitchcock, Steve Jobs, Nicole Kidman and Uma Thurman wielding a sword for the famous poster of Quentin Tarantino's "Kill Bill." He clearly wonders about the subjects that are hits on social media now, which he described as "a phenomenon," including Kim Kardashian, who is "famous for being famous. I heard her say so herself. Today, it's about immedi-

acy, you get the information and then move on. I am not saying it's good or bad. I prefer Italian food to Chinese food but that doesn't make the latter bad."

Asked to comment on the sexual harassment claims that have recently been made against some of his peers by models, he said he was always too "obsessed by the work," which scarcely left any time for interaction with the subjects of his photos. Watson said his MO has always been very straightforward and that there have always been only three issues that demanded phone calls to the agencies ahead of time to avoid problems and streamline the work: nudity, lingerie or fur shoots. "For me, it was never tricky. I would ask in advance, so it was up to the agencies [to do their work and talk to the models]." As for the reputation that has been dogging some photographers, he said: "I heard stories, but that's what they were for me, stories."

Watson was scheduled to leave for Miami the following day for a shoot, but was asked by the Italian clients to stay mum about the details. He said he is "always interested in whatever the next job is. It doesn't matter – it can be photographing paper cups, the sensibility is always the same. I begin to analyze the cup, and see what I can do to make it more interesting."

To illustrate the point, he quickly yet carefully showed how he transformed a straightforward photo of a white cup taken with his phone into a black-and-white, more artistic image.

The exhibition is curated by Luca Panaro, conceived and produced by the city of Carpi. — LUISA ZARGANI